Dear Annette, Enclosed are information brocheres about ACT Today for Military tamilies. our new non-profit campaign to raise \$'s for wilitary children w/ autism by funding treatment Grants. ACT Today was founded by Dr Doreen Granpeesheh one of the leading experts in treating autism to help defrag out of pocketse costs for families that cannot afford care. I'm grateful for their Commitment to launch a military Specific campaign to helpour rulitary Children reach their full potential! thry help you can provide to create awareness of this important Campaign is greatly appreced Many Dessings



KAREN DRISCOLL

CONSULTING PRODUCER
ACT TODAY! FOR MILITARY FAMILIES
PHONE: 858-521-0992
CELL: 703-473-8718
KAREN@ACT-TODAY.ORG

Www.acttodayformilitaryfamilies.org



A fundraising campaign
benefiting military
families impacted by
autism focusing on
improving awareness
and delivery of effective
autism services and
treatments.

www.acttodayformilitaryfamilies.org



Mission: First nationwide initiative benefiting military families with autism.

KEY ISSUES



- 1 in 88 military children have a diagnosis on the autism spectrum.*
- Autism is treatable, and with treatment, children can make significant gains.



Applied Behavior Analysis (ABA) is a vital and effective treatment for autism, but only 7% of military children with autism are receiving some level of ABA therapy under TRICARE. Building awareness of effective treatments is important!



Autism treatments are effective, but expensive. Coverage of ABA therapy is limited. ACT Today! for Military Families will bridge the gap and help defray out-of-pocket treatment costs.



Military families shoulder significant responsibilities today. Military families with autism face extraordinary circumstances. With your help and support, we can make a difference in the life of a military child today and bring hope for a better tomorrow!

"Because of the unique way the husbands and wives, the sons and daughters of our all-volunteer force serve this nation, we have a sacred responsibility to care for them." - Secretary of Defense, Robert Gates



- · Father in Special Forces.
- · Patrick is diagnosed at age 3 overseas.
- Family is reassigned stateside to receive treatment.
- · Patrick's response to ABA therapy is amazing!
- ABA therapy costs exceed TRICARE limits.
- · Accumulating debt impacts soldier's security clearance.
- Patrick regresses in North Carolina schools. Environment is detrimental to his physical and emotional health.
- · Mom quits her full-time job to coordinate and implement home school and therapy programs.

^{*} Based on information received from Asst Sec of Defense for Health affairs obtained through Freedom of Information Act (2007 FIOA _response_10509).

CAMPAIGN PURPOSE

ACT Today! agrees that children with autism need intensive interventions in order for a child to reach his/her full potential. ACT Today! is committed to provide financial assistance for military children with autism to help defray out-of-pocket treatment costs. In order to bridge the gap between policy and treatments, ACT Today! created ACT Today! for Military Families, a designated media and fundraising campaign which will raise monies for grants to military families for autism related services. ACT Today! for Military Families honors our service men and women for their sacrifice and works to bring public awareness to the effectiveness of autism treatments and the unique challenges of our military families impacted by autism. The intention is to expand the campaign and its events into military communities throughout the nation.



THE EVENTS

April 2010 - ongoing > Media Campaign

ACT Today! for Military Families is supported by the Chairman and CEO of Fox Network Group. Fox has pledged to air Public Service Announcements on Fox Network and selected Fox cable networks. The PSA campaign will drive viewers to a specifically designed website which will highlight our sponsorship partners. Our internet marketing campaign will highlight the importance for policy change in order to correct policy deficits.

April 2011 > Walk/Run

This fun-filled family event will unite civilians and service members for one cause ... to make an impact in the life of a military child with autism. This first-time event, taking place in San Diego, will appeal to persons of all running abilities and will include a 10K, 5K and family fun run. Fundraising teams and individuals can come together to support the military child by attending this incredible event.

April 2011 > Family Festival

This culmination event will immediately follow the walk/run and will feature a resource fair, children's activities, food and beverage vendors, and concert performances for the entire family to enjoy. The campaign theme song will be performed by singer/songwriter Robbin Thompson in addition to headliner performing artists who are currently being solicited for this event.

A Unique Situation

The nation has been at war longer than in any previous US military engagement and evidence continues to mount that military families are fraying. While the lack of insurance coverage for medically prescribed autism treatments is not unique to the military child, it is important to highlight that our government is sending the parents of these children to war.

The health and well being of the military family is vital to the success of the war-fighter overseas. With your help, we can provide military families with the quality of care that is equal to their heroic service and sacrifice in defense of our nation, our people, and our freedom.

We can and must do more.



AKO

- Diagnosed with autism July 2005.
- Dad has completed 5 combat deployments.
- · Intensive ABA therapy refused by Hawaii DOE.
- Jake thrives in private placement with intensive ABA therapy services (22 months gains made in 9 month period).
- · When Jake returns to public school, significant regression experienced.
- Jake returns back to private placement with intensive ABA therapy.
- Parents have paid \$359,000 out of pocket for Jake's treatments.
- Jake lost his diagnosis on autism on Father's Day, 2008.
- · Recovery is possible!
- · Diagnosed at age 2 with severe autism.
- · Dad is wounded severely on 3rd combat tour to Iraq.
- Mom was driving from the hospital to due process proceedings with the school district to fight for BASIC services for Kate.
- Family bills total over \$250,000 to seek help and intervention for Kate.
- Kate's response to treatment is amazing!
- · Kate is now fully included in a regular kindergarten class and she is indistinguishable from her peers.





19019 Ventura Blvd. Suite 200 Tarzana, CA 91356

www.act-today.org info@act-today.org • 818-705-1625

SPONSORSHIP OPPORTUNITIES

Will you meet this call to action and help military children with autism secure the care they need? Military families shoulder significant responsibilities today. ACT Today! for Military Families will provide these children with the help they need.



The time to ACT is Today!

				1986					
Name of Promotion	Presenting Run Sponsor \$50,000	Presenting Festival Sponsor \$50,000	Medal of Honor Sponsor \$25,000	Distinguished Service Medal Sponsor \$15,000	Silver Star Sponsor \$10,000	Bronze Star Sponsor \$5,000	Purple Heart Sponsor \$2,500	Achievement Medal Sponsor \$1,000	Presidential Citation Sponsor \$500
Benefits									
Logo Start/Finish Banner	•			[3 [=22] []					
Logo Stage/Festival Entrance		•							
Logo on Race Bibs	•								
Company officially starts race event	•				- 73				
Company officially starts festival event	2	•							
Use of Event Logo with Pre-approval	•	•							
Name in Radio Promotion	•	•	•						
Logo on Website	•	•	•	•					
Name in all Press Releases	•	•	Logo	Logo	Name				
Logo/Name on all Printed material	Logo	Logo	Logo	Logo	Name				
Logo/Name in Event Related Online Communication	Logo	Logo	Logo	Logo	Name		,		
Team Tailgate Party Booth	•	•	•	•	•	•			
Logo/Name on Event T-shirts	Logo	Logo	Logo	Logo	Logo	Name			
Logo/Name on Event Posters	Logo	Logo	Logo	Logo	Name	Name	Name		
Logo/Name on Event Entry Forms	Logo	Logo	Logo	Logo	Name	Name	Name		
Complimentary Booth Spaces at Expo (10x10)	4	2	1	1	1	1	1		
Company Banners Displayed	5	5	4	3	2	2	1	1	
Race Entries and T-Shirt	12	12	10	10	6	4	2	2	2
Festival Entries & Meal Tickets	12	12	10	10	6	4	2	2	2
Commemorative Sponsor Award/Certificate	Award	Award	Award	Award	Award	Award	Certificate	Certificate	Certificate
Logo/Name in Newspaper "Thank You" ad	Logo	Logo	Logo	Logo	Logo	Name	Name	Name	Name

ALTERNATIVE SPONSORSHIP OPPORTUNITIES

In-Kind Donations

Our goal is to underwrite the ACT Today! for Military Families campaign expenses through both cash and in-kind contributions. This ensures that more money can go to help military children with autism receive the treatments they need.

The opportunities for in-kind donations are endless, but here are some specific ways in which both individuals and corporations can help.

Media Campaign

Billboards

Design production

Internet advertising

Meeting space

Print advertising

Printing

Professional services

Radio advertising

TV advertising

Event Day

Ambulance

Auction items

Banners

Decorations

Entertainment

Event day rentals

Food and Beverage

Medical Services

Paper Supplies

Race Awards

Race Bibs

Registration materials (pencils, clipboards)

Sound Systems

Sponsor Awards

Staging

T-shirts

Technical Support

Timing Chips

Autism Care and Treatment

19019 Ventura Blvd. Suite 200 Tarzana, CA 91356

www.act-today.org

info@act-today.org • 818-705-1625

Doreen Granpeesheh, Ph.D.

Founder & CEO, CARD

Nancy Alspaugh-Jackson Executive Director, ACT Today!

William Cernius Partner, Latham & Watkins LLP

> Greg Anderson **Business Executive**

Tiffany O'Day Director of Operations, CARD

> Stefan de Nocker **Business Owner**

Klaus Heidegger **Business Owner**

Board of Directors

J Ocana President/COO, Reaction Audio Visual

Gretchen Jacobs Attorney/Advocate

H. Read Jackson Sports Television Executive, Fox Sports Net

Jake Kloberdanz Business Founder & CEO, **ONEHOPE** Wine

Gabriela Teissier News Anchor, KMEX Univision

Raphael Lunetta Chef/Proprietor, JiRaffe Restaurant

Holly Reycraft **Autism Advocate**

Chuck Saftler Executive Vice President, FX General Manager, Fox Movie Channel

> Leslie Wang Autism Advocate

Gene Wang High Tech Entrepreneur